



**Melinda Pavey**

Minister for Roads, Maritime and Freight

**Adam Marshall**

Minister for Tourism and Major Events

## **MEDIA RELEASE**

Wednesday 27 February 2019

### **I SAW THE SIGN AND IT OPENED UP MY MIND: SIGNS TO PROMOTE BYPASSED TOWNS**

It's no longer out of sight out of mind for country towns bypassed with our major highways, thanks to the roll out of iconic image signs reminding motorists of the gem they're passing.

Minister for Roads, Maritime and Freight Melinda Pavey said 'Bypassed Town' signs, the first image-based signs will help promote the charm and character of our treasured towns.

"Local communities are calling for help to drive more tourists to their neck of the woods and this initiative aims to do just that, drive economic activity once a highway bypass opens to traffic, by using images of that town to attract visitors," Mrs Pavey said.

The idea to roll out these signs came from a successful trial held in late 2017 and early last year, where in consultation with Destination NSW, Roads and Maritime created and installed bypassed town signs to promote three communities:

- Berry off the Princes Highway in south coast NSW
- Holbrook off the Hume Highway in south west NSW
- Macksville off the Pacific Highway in north coast NSW

"I know from the locals of Macksville the moment that bypass town sign was erected, more people stopped by for a stickybeak. It's good for local cafes, restaurants and community as a whole," Mrs Pavey said.

Minister for Tourism and Major Events Adam Marshall said the Liberals and Nationals in Government was proud to deliver on the roll-out of the 'Bypassed Town' signs.

"We're absolutely committed to making it easier for rural and regional towns to attract more tourists and these signs will make a real difference by capturing people's attention," Mr Marshall said.

#### **KEY POINTS:**

The first stage of this will be rolled out along the Princes and Pacific highways, including:

- **Pacific Highway** – Tweed Heads, Murwillumbah, Mullumbimby, Brunswick Heads, Bangalow, Woodburn / Broadwater/ Wardell, Maclean, Grafton, Woolgoolga, Urunga, Nambucca Heads, Kempsey / Frederickton, Port Macquarie, Taree, Bulahdelah, Karuah.

**Princes Highway** – Gerringong, Kiama, Shell Harbour, Bega, Albion Park.

Towns like Scone, Albion Park Rail, Grafton, Woodburn and Broadwater that are soon to be bypassed will also be eligible to have these fantastic assets to help attract people to their services.

**MEDIA:**

**Minister Pavey | David Eccleston | 0438 472 911**  
**Minister Marshall | Elizabeth Harris | 0419 837 514**  
**Follow us on social media:**



**IMAGES OF THE TRIAL SIGNS**

